

**TOWN OF HILTON HEAD ISLAND
ACCOMMODATIONS TAX ADVISORY COMMITTEE**

Date: October 18, 2011 **Time:** 9:00 a.m.
Members Present: Bret Martin; *Chairman*, Willis O. Shay; *Vice-Chairman*, John Munro, Frank Soule, Robert Stenhammer, Trish Heichel
Members Absent: John Diamond
Staff Present: Brian Hulbert; *Staff Attorney*, Debra Cyrilla; *ATAC Secretary*
Others Present: Representatives from many of the Accommodations Tax Grant applicants
Media: Tom Barton, *The Island Packet*

1. Call to Order:

The meeting was called to order at 9:00 a.m.

2. FOIA Compliance:

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Minutes:

Mr. Shay moved to approve the Minutes of July 22, 2011. Ms. Heichel seconded the motion. The Motion passed unanimously. (6-0)

4. Chairman's Report:

Mr. Martin briefed the Committee on a discussion that he had with some members of Town Council. Mr. Martin plans to meet with Dr. John Salazar of the University of South Carolina Beaufort to see if he could develop a statistical analysis of the effect ATAX Grant applicants have on tourism. Mr. Martin would like to see consistency in the way the committee approaches that statistical information and hopes to gain guidance and possibly some assistance for applicants in collecting that data. There will be more information to share regarding this subject after an initial meeting with Dr. Salazar.

5. Unfinished Business: None

6. New Business:

a. Preliminary Review of Applications:

Mr. Shay made a comment that he is not urging the committee to reject any applications, however he suggests that at the hearings there should be questions concerning a few applicants. He has some questions regarding the application from the Beaufort County Black Chamber of Commerce. He reminded the Committee that under the bed tax law, a grant may not be made

to an applicant for monies that would not be spent primarily on Hilton Head Island and that a closer look would be necessary to determine if the BCBC is in compliance.

Mr. Shay has also questioned the application from the Hilton Head Airport. He suggested that the Committee look closely at the law regarding this application since the Airport is a County supported agency.

b. Review individual dates and times for Applicant Hearings:

Mr. Soule suggested changing hearing times for new applicants to earlier in the day when the Committee is fresh, shortening the times from 20 minutes to 10 minutes for the fireworks applicants and changing the amount of time allotted to the Town of Hilton Head Island and the Chamber of Commerce from 30 minutes to 40 minutes.

Ms. Heichel made a motion to accept the changes in the schedule. Mr. Soule seconded the motion. The motion passed unanimously. (6-0)

c. Approval of 2012 Proposed Meeting Dates:

Mr. Soule suggested changing the April 10, 2012 meeting because the Heritage Golf Tournament is also scheduled for that week. After some discussion, Ms. Heichel made a motion to change the date to Wednesday, April 18, 2012. Mr. Soule seconded the motion. The motion passed unanimously. (6-0)

7. Adjournment:

Ms. Heichel moved to adjourn the meeting. Mr. Soule seconded the Motion. The meeting was adjourned at 9:23 a.m.

Approved:

Respectfully submitted:

Bret Martin, Chairman

Debra Cyrilla, Secretary